

WHAT IS CLAIMED IS:

1. A system for automatically generating at least one web page comprising:
 - 5 running at least one web page generation script on a remote server computer; wherein each web page generation script includes at least one encapsulated web-based function for defining at least one characteristic of each automatically generated web page, and wherein each web-based function further includes at least one variable function parameter;
 - 10 automatically generating the at least one web page by setting at least one of the variable function parameters of at least one of the web page generation scripts in response to a communication from at least one local client computer to the remote server; and
 - 15 automatically transmitting each automatically generated web page from the remote server to the local client.
2. The system of claim 1 wherein setting at least one the variable function parameters serves to define the appearance of at least one of page color, page style, page layout, page border, page background, font size, font type, font style, font color, font characteristics, included images, and scripts, for each automatically generated web page.
3. The system of claim 1 wherein at least one image is automatically included in each automatically generated web page, and wherein each image is stored in at least one computer readable storage medium addressable by at least one of the web page generation scripts.
4. The system of claim 3 wherein alternate images are automatically chosen by providing alternate file paths for at least one function parameter.

5. The system of claim 1 wherein at least one text file is automatically included in each automatically generated web page, and wherein each text file is stored in at least one computer readable storage medium addressable by at least one of the web page generation scripts.

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6. The system of claim 5 wherein alternate text files are automatically chosen by providing alternate file paths for at least one function parameter.

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7. The system of claim 1 wherein at least one web page generation script further comprises at least one predefined script that is automatically included in at least one automatically generated web page.

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8. The system of claim 7 wherein the at least one predefined script is automatically retrieved by at least one web page generation script from at least one computer readable storage medium.

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9. The system of claim 1 wherein the communication from at least one local client computer to the remote server includes transmitting values from at least one intermediate web page to at least one of the web page generation scripts.

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10. The system of claim 1 wherein each web page generation script includes at least one unique entry point addressable by each local client computer.

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11. The system of claim 10 wherein each entry point addressed by any local client computer causes at least one web page generation script to automatically generate a unique web page depending upon which entry point is addressed.

12. At least one web page automatically generated in accordance with
the following acts:

5 providing a remote server computer in communication with the Internet,
the remote server hosting a dynamic web page generation script having at least
one pre-defined entry point addressable by at least one local client computer;

receiving an input at the remote server from one of the local client
computers via the Internet;

10 automatically passing the input to one of the web page generation script
entry points;

automatically generating at least one web page in response to the input
passed to one of the web page generation script entry points; and

15 wherein the at least one web page automatically generated in response to
the input passed to one of the web page generation script entry points is unique
from web pages automatically generated in response an input passed to any
other of the web page generation script entry points.

20 13. The web page generation script of claim 12 wherein the input
received from one of the local client computers is provided via a pre-defined
intermediate page called by the local client computer.

25 14. The web page generation script of claim 12 wherein the script is
represented by at least one of HTML, ASP, CGI, and PERL scripts.

15. The web page generation script of claim 12 wherein the script is
25 reusable by a plurality of unique local client computers for automatically
generating a plurality of uniquely customized web pages.

30 16. The web page generation script of claim 12 wherein the script
further comprises the capability to automatically determine whether a local client
computer is authorized to access the web page generation script.

17. The at least one automatically generated web page of claim 12 wherein each web page is automatically transmitted via the Internet from the remote host computer to at least one of the local client computers.

- 5 18. A computer-readable medium having computer executable instructions for dynamically generating at least one web page, said computer executable instructions comprising:
- 10 a dynamic web page generation script capable of accepting parameters passed from an intermediate page used to call the dynamic web page generation script;
- 15 wherein the dynamic web page generation script further comprises at least one encapsulated web-based function which is automatically configured in response to the parameters passed from the intermediate page;
- 20 dynamically generating at least one customized web page in response to the automatic configuration of each encapsulated web-based function; and transmitting each customized web page from a remote host computer to at least one local client computer via a network.
- 25 19. The computer-readable medium of claim 18 wherein the dynamic web page generation script automatically includes at least one applet in each customized web page.
20. The computer-readable medium of claim 19 wherein at least one of the applets is retrieved by the web page generation script from at least one computer readable storage medium.
- 25 21. The computer-readable medium of claim 18 wherein the dynamic web page generation script includes at least one addressable entry point.

22. The computer-readable medium of claim 21 wherein the appearance and content of each dynamically generated customized web page is dependant upon which entry point is addressed.